

## DAFTAR PUSTAKA

### Buku

- Abednego, N., & Kurniasari, F. (2007). *Analisa efektivitas iklan pasca rebranding hotel hyatt regency menjadi hotel bumi surabaya*. Surabaya: Universitas Kristen Petra
- Codrington, G., & Marshall, S. G. (2004). *Mind the gap*. London, UK: Penguin books.
- Dameria, A. (2007). *Color basic panduan dasar untuk designer & industri Grafika*. Jakarta: Link & Match Graphic
- Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity (4<sup>th</sup> ed.)*. Harlow: Pearson Education, Inc.
- Kusrianto, A. (2009). *Pengantar desain komunikasi visual*. Yogyakarta: Andi
- Landa, R. (2014). *Graphic design solutions (5<sup>th</sup> ed.)*. United States: Clark Baxter
- Landa, R., Gonnella, R., & Brower, S. (2007). *2D: Visual basics for designers*. New York: Delmar
- Lauer, D.A., & Pentak, S. (2008). *Design basics (7<sup>th</sup> ed.)*. Boston, USA: Wadsworth
- Lerman, S. (2013). *Building better brands: A comprehensive guide to brand strategy and identity development*. New York: How Books
- Sherin, A. (2012). *Design elements: Color fundamentals*. Beverly, MA: Rockport.
- Supriyono, R. (2010). *Desain komunikasi visual*. Yogyakarta: Andi
- Wheeler, A. (2013). *Designing brand identity: An essential guide for the whole branding team (4<sup>th</sup> ed.)*. New Jersey: John Wiley & Sons, Inc.

Yusuf, M. (2014). *Metodologi penelitian kuantitatif, kualitatif & penelitian gabungan*. Jakarta: Prenadamedia Group

### **Internet**

Dwiwanto, D. (2019). Rumah123 paparkan hasil sentiment survey 2019. Diakses dari <https://artikel.rumah123.com/rumah123-paparkan-hasil-sentiment-survey-2019-51428>

Kania. (2019). 10 alat listrik yang wajib kamu punya di rumah. Diakses dari <https://artikel.rumah123.com/rumah123-paparkan-hasil-sentiment-survey-2019-51428>